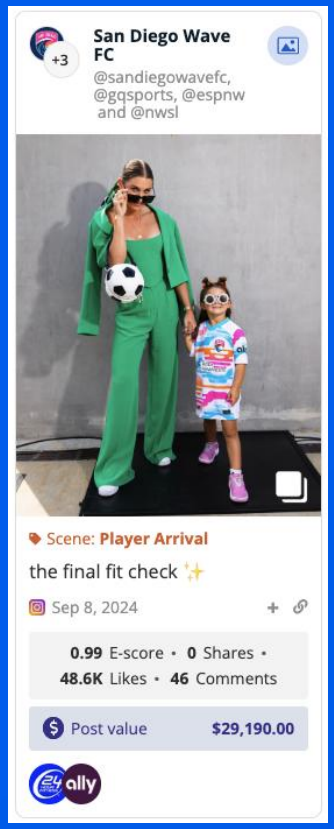
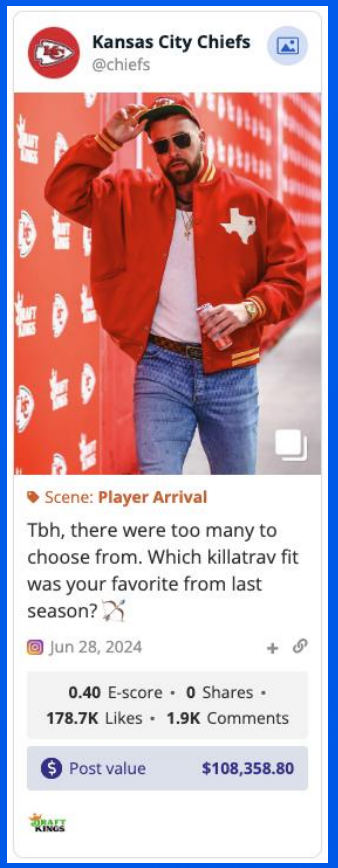
THE **RISE** OF **PLAYER ARRIVALS: FASHION, ENGAGEMENT,** AND **SPONSORSHIP** REPORT





Blinkfire™

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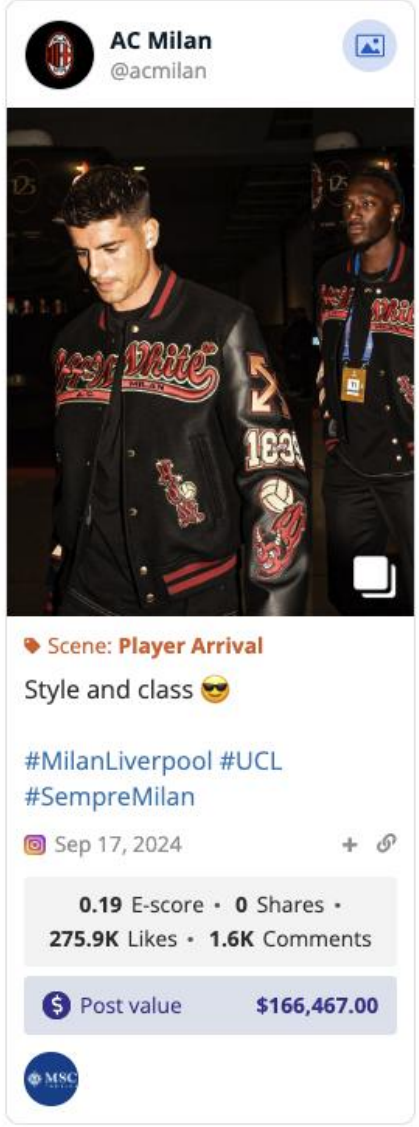
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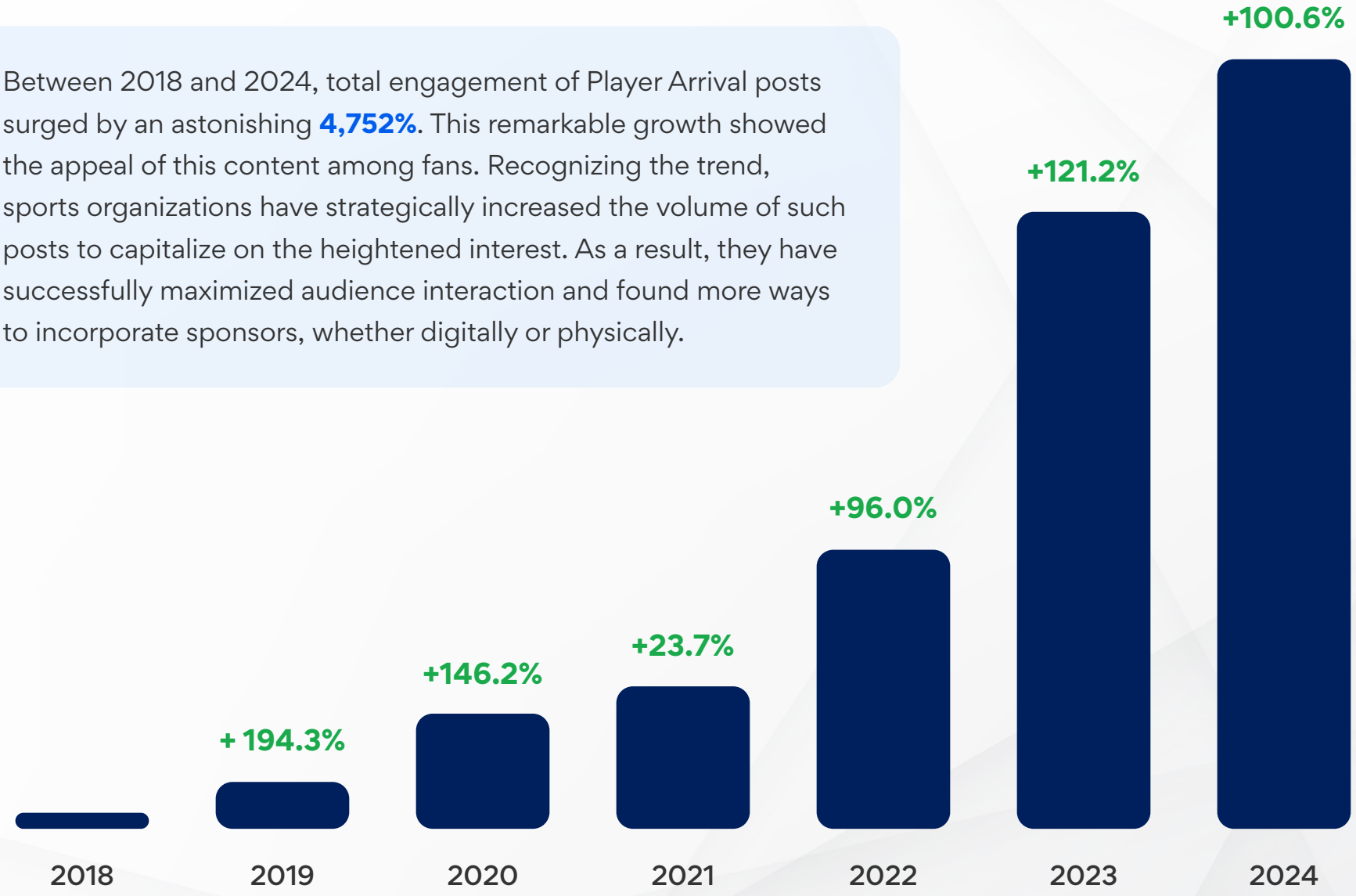
INTRODUCTION

At Blinkfire, we analyze over 40 distinct scenes across sports and entertainment to provide actionable insights. One of the most iconic and highly engaging scenes is the Player Arrival — where athletes make their way into stadiums, often **showcasing stylish, trend-setting fashion that resonates with fans and sponsors alike**. What was once just another routine part of a game—a player arriving at the stadium—has evolved into a content series that dominates social media. This shift has led teams to rethink their strategies, creating images that look straight out of a fashion runway and opening up new opportunities for sponsorship opportunities.

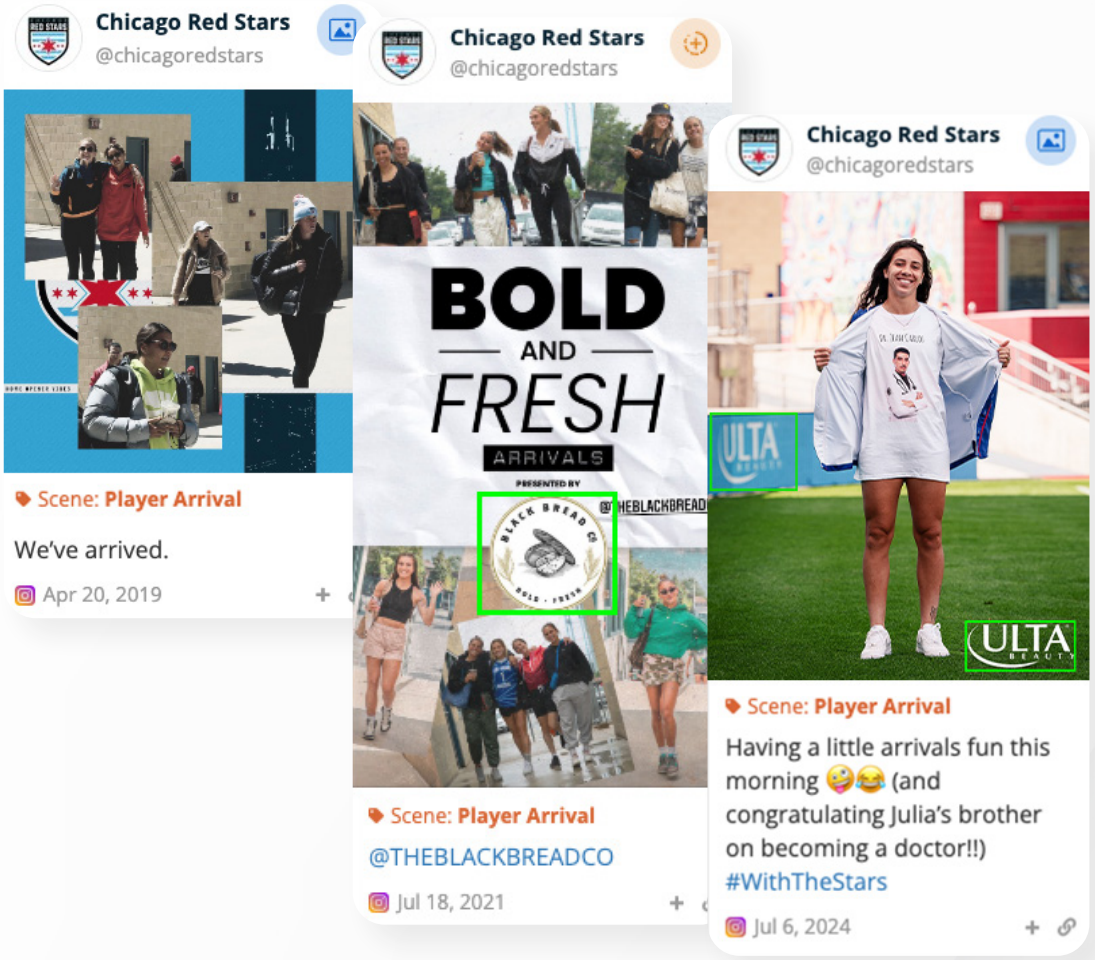


ENGAGEMENT EVOLUTION

Between 2018 and 2024, total engagement of Player Arrival posts surged by an astonishing **4,752%**. This remarkable growth showed the appeal of this content among fans. Recognizing the trend, sports organizations have strategically increased the volume of such posts to capitalize on the heightened interest. As a result, they have successfully maximized audience interaction and found more ways to incorporate sponsors, whether digitally or physically.



THEN AND NOW: TEAM POSTS THROUGH THE YEARS

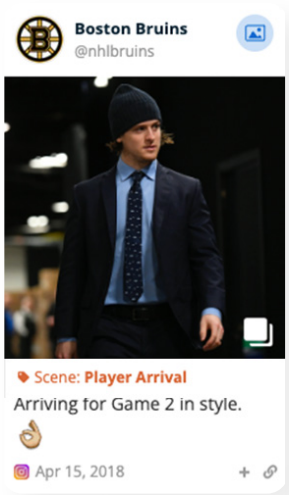


The rise in engagement has been accompanied by a transformation in the style of Player Arrival posts. As this content grew in popularity, sports organizations turned these moments into compelling collaboration opportunities for brands.

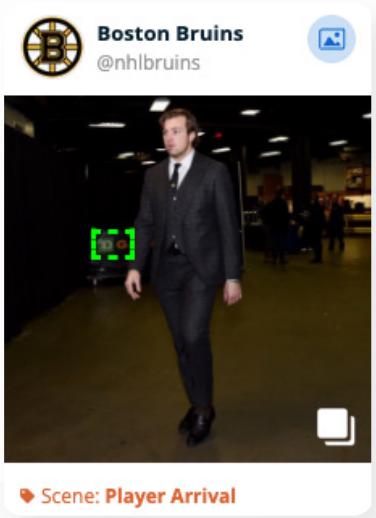
Moreover, the increasing fascination with player arrivals has even inspired the launch of media accounts dedicated exclusively to showcasing an athlete's entrance like LeagueFits, NFL Style, Footballer Fits, and Blitzfits.

THEN AND NOW: TEAM POSTS THROUGH THE YEARS

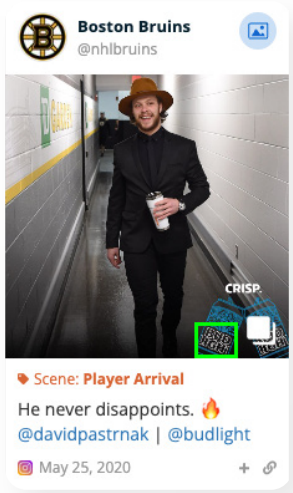
2018



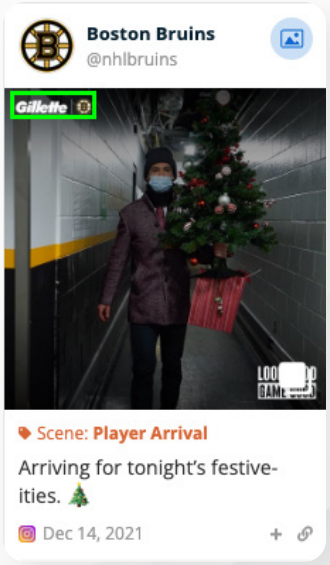
2019



2020



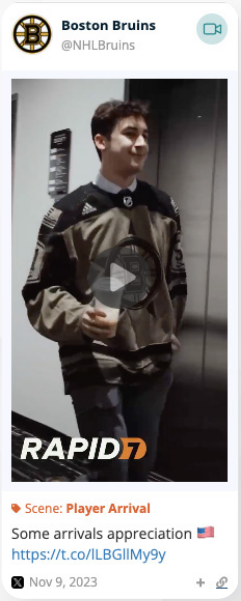
2021



2022



2023



2024



THEN AND NOW: TEAM POSTS THROUGH THE YEARS

2018

Dallas Mavericks @dallasmavs



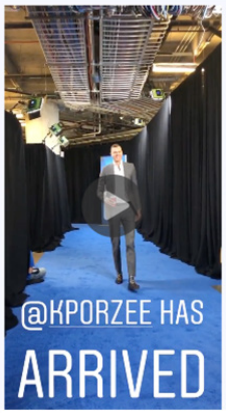
Scene: **Player Arrival**

.@swish41 has arrived in his suit and tie! 👔👔👔
#DapperDirk #MFFL
https://t.co/TH912DU6P1

Feb 14, 2018

2019

Dallas Mavericks @dallasmavs



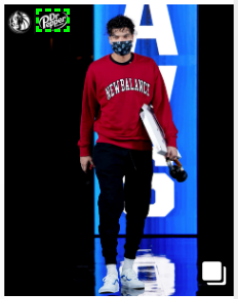
Scene: **Player Arrival**

@KPORZEE HAS ARRIVED

Nov 9, 2019

2020

Dallas Mavericks @dallasmavs



Scene: **Player Arrival**

Had to upgrade from the blue carpet...👀✨

#MFFL | @drpepper
https://t.co/M31vbgOUAp

Dec 31, 2020

2021

Dallas Mavericks @dallasmavs



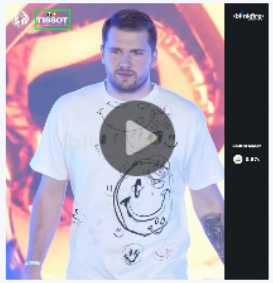
Scene: **Player Arrival**

Drip drop ya don't stop 💧
#MFFL

Dec 8, 2021

2022

Dallas Mavericks @dallasmavs



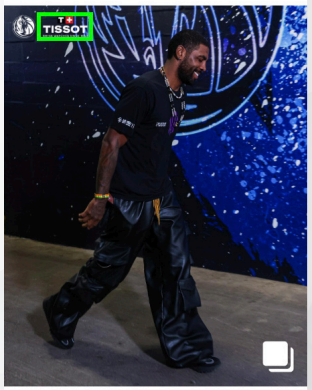
Scene: **Player Arrival**

That @aacenter runway hits different 💧 #MFFL

Oct 23, 2022

2023

Dallas Mavericks @dallasmavs



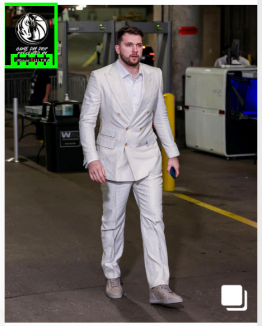
Scene: **Player Arrival**

Arriving in (cozy) style. #MFFL

Nov 5, 2023

2024

Dallas Mavericks @dallasmavs



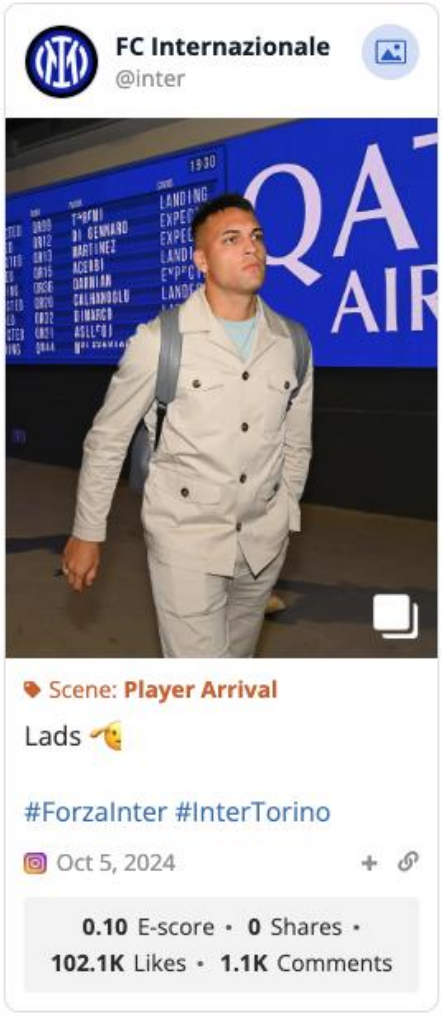
Scene: **Player Arrival**

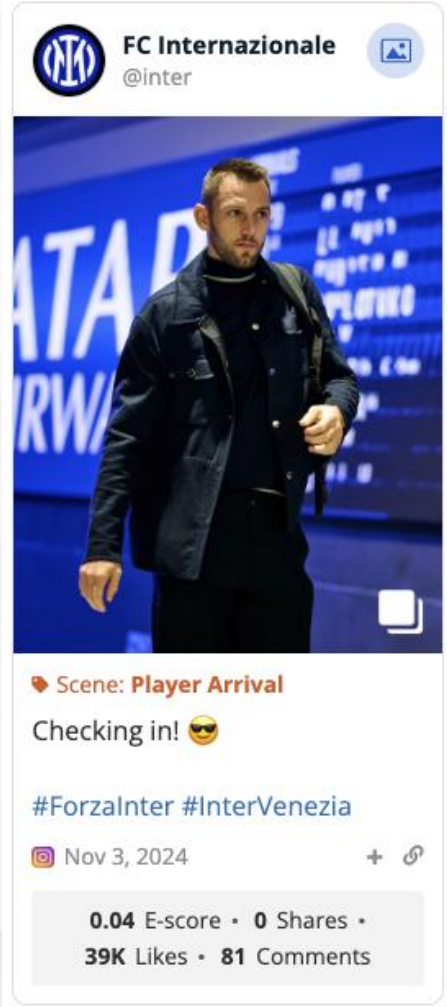
Protect home court.

#OneForDallas #MFFL

Jun 13, 2024

BRANDED VS UNBRANDED



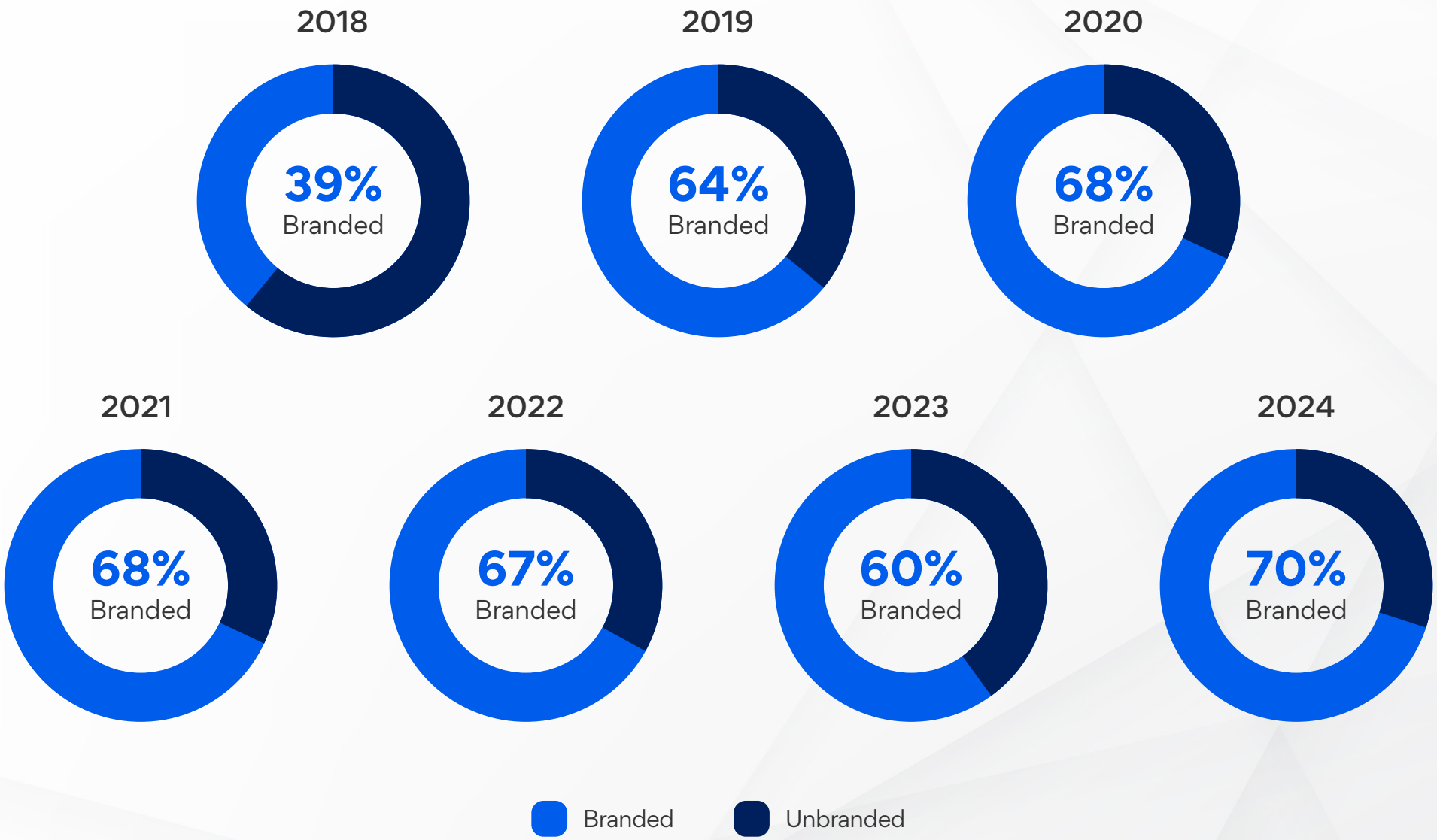


The rise in popularity of player arrival posts has prompted many teams to integrate partner branding into this high-visibility content. **Since 2018, branded player arrival posts grew significantly, accounting for 70% of such posts in 2024**. Did you know that approaches to incorporating sponsors vary by region?

In Europe and South America, players often arrive at stadiums in team tracksuits, subtly featuring the club's technical sponsor. Meanwhile, in North America, athletes make their entrances through corridors or tunnels with prominent sponsor logos, often creating a setting reminiscent of a runway.

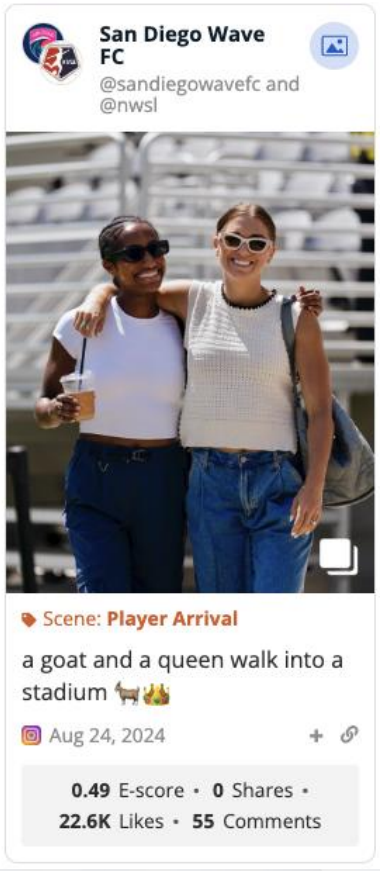
This trend is gaining traction in Europe, with clubs like Inter Milan exploring innovative ways to utilize this visual space for sponsors. The Italian team's players enter the stadium in front of a Qatar Airways backdrop styled as an airport information screen. This creative concept displays each player's name as if they were a flight, complete with arrival status, offering a unique and sponsor-aligned experience.

BRANDED VS UNBRANDED | **YoY EVOLUTION**



Every sports organization showcases its distinct personality on social media, which is especially evident in the “Player Arrival” content series. At the same time, teams and leagues often look to one another for inspiration, using benchmarking to identify successful strategies and adapt trending approaches. Let’s look into the various ways organizations craft and share “Player Arrival” content.

San Diego Wave FC



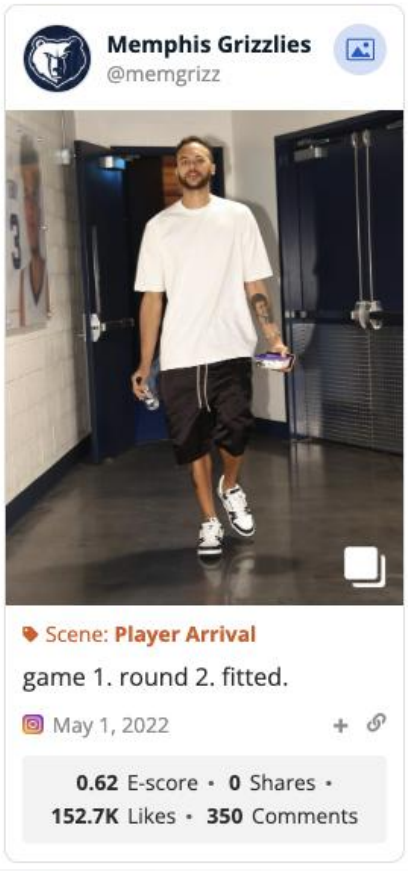
Crystal Palace FC Women



Real Valladolid



Memphis Grizzlies



MORE THAN JUST BRANDED CONTENT: A CUSTOMIZED ASSET

Los Angeles Rams | Burnley FC | Servette FC Chênois Féminin | New England Revolution | Houston Dash

Los Angeles Rams
@rams



Coop's arrival game in 2020 🔥

Apr 16, 2021

0.07 E-score • **0** Shares • **16.5K** Likes • **110** Comments

Burnley FC
@BurnleyOfficial



The lads have arrived at Turf Moor 🤩
https://t.co/Zi57UuCTGk

Aug 6, 2022

0.03 E-score • **6** Replies • **18** Retweets • **352** Likes

Post value **$282.00**

umbro

Servette FC Chênois Féminin
@servettefccf



Scene: **Player Arrival**

Stadion Miejski im. Floriana Krygiera 🏟️📍

Nos Servettiennes sont arrivées au stade 👋🇱🇻

#FromGenevaToEurope

Sep 4, 2024

0.05 E-score • **0** Shares • **310** Likes • **0** Comments

Post value **$186.00**

adidas

New England Revolution
@nerevolution



Tuesday night fits.

#usoc2023

Apr 25, 2023

0.07 E-score • **0** Shares • **2K** Likes • **14** Comments

Post value **$1,221.60**

Houston Dash
@houstondash



A moment of appreciation for Ella's arrival fits 🙌

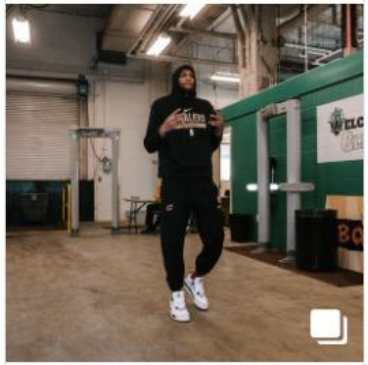
Dec 6, 2022

0.04 E-score • **0** Shares • **1.4K** Likes • **20** Comments

STADIUM SPACES: HIGHLIGHTING PASSIVE BRAND EXPOSURE

Cleveland Charge

Cleveland Charge
@chargecle



Scene: **Player Arrival**

game day fits😎

#ChargeUp

Feb 24, 2024

0.02 E-score • **0** Shares • **207** Likes • **0** Comments

Post value **$124.20**

Seattle Sounders FC

Seattle Sounders FC
@soundersfc



Broldan Arrival Fits 📸💧

Feb 11, 2021

0.07 E-score • **0** Shares • **4.4K** Likes • **26** Comments

Post value **$2,647.80**

Utah Royals

Utah Royals FC
@utahroyalsfc



Scene: **Player Arrival**

A moment for some of our best matchday arrival fits 🔥👏

Dec 28, 2024

0.04 E-score • **0** Shares • **802** Likes • **3** Comments

Post value **$483.00**

NC Courage

North Carolina Courage
@thenccourage



Scene: **Action**

Not sure which was more on point on Saturday, Kiki's arrival fit or her passing. (HINT: there are no wrong answers)

Mar 27, 2023

0.03 E-score • **0** Shares • **574** Likes • **2** Comments

Post value **$345.60**

D.C. United

DC United
@dcunited



Who's got the best arrival fit? Answer below ⬇️

#DCU | @audi

Aug 8, 2021

0.05 E-score • **0** Shares • **1.8K** Likes • **39** Comments

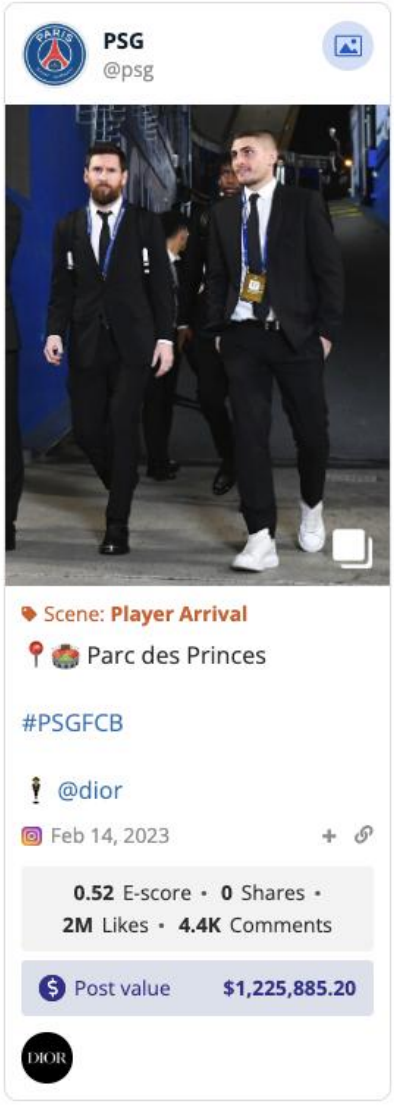
Post value **$1,104.60**

STYLED BY TOP FASHION BRANDS

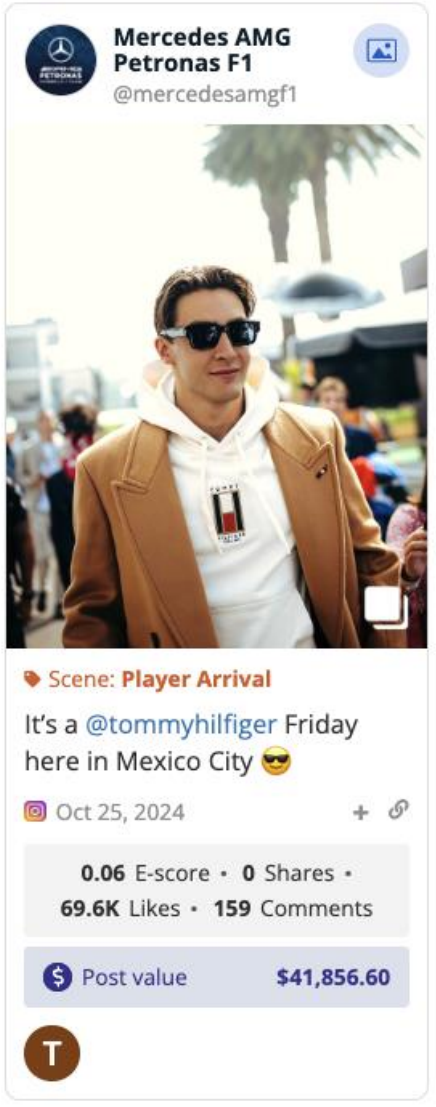
Juventus FC x Loro Piana



PSG x Dior



Mercedes-AMG PETRONAS F1 x Tommy Hilfiger



SHOWCASING TEAM KITS AND MERCHANDISE

Selección Española de Fútbol

Spain
@sefutbol



Scene: **Player Arrival**

Llegada, toma de contacto, calentamiento... ¡¡LA PREVIA en diez fotos!!

#VamosEspaña | #EURO2024

Jul 14, 2024

0.31 E-score • **0** Shares • **221K** Likes • **427** Comments

Post value **$132,885.00**

Colo-Colo Feminino

Colo-Colo Femenino
@colocolofemenino



¿Cuántos likes para el outfit de las Albas?❤️⚫⚪

Colo-Colo se robó la miradas junto a @louisantoinecl en su llegada al **Lynn Family Stadium** 🏟️🇺🇸

#Va...

Aug 13, 2024

0.07 E-score • **0** Shares • **4.5K** Likes • **16** Comments

Post value **$2,713.80**

Angel City FC

Angel City FC
@weareangelcity



Scene: **Player Arrival**

Friday night fits ❤️‍🔥

#Volemos | #NWSL | #LAvKC | #AngelCityFC

Apr 26, 2024

0.09 E-score • **0** Shares • **5K** Likes • **36** Comments

Scuderia Ferrari HP

Scuderia Ferrari HP
@scuderiaferrari



@carlossainz55 has arrived 👊 he'll be ready to get behind the wheel for FP1 👌

#F1 #SaudiArabianGP #CarlosSainz

Mar 7, 2024

0.21 E-score • **0** Shares • **265.1K** Likes • **522** Comments

Post value **$159,367.20**

Manchester United

Manchester United FC
@manchesterunited



Scene: **Player Arrival**

We have arrived 😤

#MUFC #ManUtd #PremierLeague

Mar 6, 2022

0.17 E-score • **0** Shares • **660.5K** Likes • **4K** Comments

Post value **$398,671.80**

THE TEAM BUS: A MOBILE ASSET

Valencia CF | AS Roma | SK Rapid | Atlas FC | FC Bayern München

Valencia CF
@valenciacf



Scene: **Travel**

📸Check out our arrival in Elche 🌴

#ElcheValencia SOON

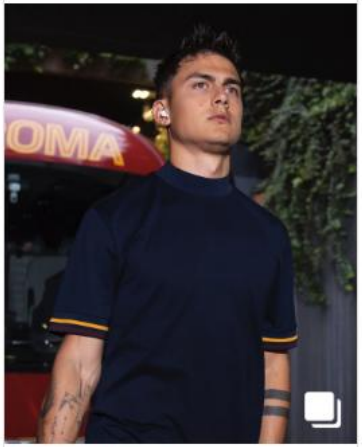
#ADNVCF 🐓 #CORVCF

Apr 22, 2023

0.05 E-score • **0** Shares • **7.9K** Likes • **41** Comments

Post value **$4,765.20**

AS Roma
@officialasroma



Scene: **Player Arrival**

The Giallorossi have arrived. 🐺

#ASRoma #RomaSpezia

Jun 4, 2023

0.23 E-score • **0** Shares • **159.4K** Likes • **340** Comments

SK Rapid
SK Rapid Wien



Scene: **Travel**

Unsere Mannschaft ist dank unserem verlässlichen Partner, der BLAGUSS Gruppe, gut in Kärnten angekommen und ist bereit fürs morgige Spiel! Schon vi...

Feb 25, 2023

0.10 E-score • **32** Shares • **603** Reactions • **16** Comments

Post value **$162.75**

Atlas FC
@atlasfc



Scene: **Player Arrival**

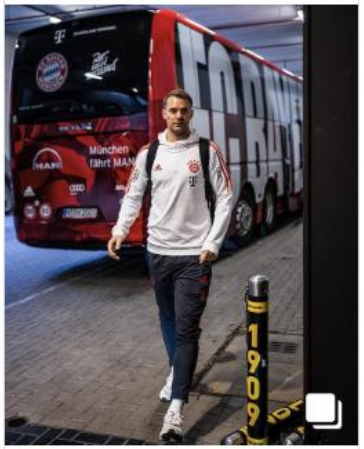
Junto a @omnibus_oficial, el campeón hoy tiene que ganar!!! ❤️🖤

Feb 20, 2022

0.04 E-score • **0** Shares • **3.1K** Likes • **15** Comments

Post value **$1,885.80**

FC Bayern
@fcbayern



Scene: **Dressing Room**

The boys have arrived, the locker room is set. 🔴⚪

SOON #BVBFCB

#FCBayern #MiaSanMia #packmas

Oct 8, 2022

0.03 E-score • **0** Shares • **83.3K** Likes • **124** Comments

Post value **$50,027.40**

WINNING ON THE FIELD, SHINING OFF OF IT

Gabby Williams

Seattle Storm
@seattlestorm and @gabbywilliams



Gabby has arrived 🖤

Sep 22, 2024

0.44 E-score • **0** Shares • **17.5K** Likes • **165** Comments

Lewis Hamilton

Mercedes AMG Petronas F1
@MercedesAMGF1



Lewis has arrived 🙌
https://t.co/cYNn9gwBoc

Oct 6, 2022

0.34 E-score • **136** Replies • **862** Retweets • **18.6K** Likes

Jules Koundé

FC Barcelona
@fcbarcelona and @jkeey4



Scene: **Player Arrival**

Siri, who has arrived?

Jules Kounde 🐓

Aug 1, 2024

0.09 E-score • **0** Shares • **667.9K** Likes • **1.3K** Comments

Olivia Nelson-Ododa

Connecticut Sun
@ConnecticutSun



ONO truly making a push for drip queen 🔥 @OliviaKNelson
https://t.co/5V5TfW9XjT

Aug 18, 2023

0.16 E-score • **2** Replies • **19** Retweets • **233** Likes

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.

